

PROGRESS REPORT

Working Group Name: Undergraduate Recruitment and Retention

Working Group #: 6

Chair: Susan Ballabina

Date: February 25, 2022

Update on Actions Taken Since Last Report:

This is the first report of workgroup #6. The first workgroup meeting has held on February 7, 2022, followed by a second meeting on February 23, 2022. The initial meeting reviewed our workgroup charge, formal introductions, and adoption of meeting ground rules. The workgroup was divided into two subcommittees.

The second meeting consisted of a presentation and overview of our current recruitment efforts. Significant time was spent providing baseline information on the missions, functions, and programs of units impacting recruitment. Discussions focused on the locations and purpose of the 6 regional prospective student centers (PSCs), challenges and opportunities for targeted and recruited students, recruitment marketing, leveraging community partnerships, and the visitor experience at Texas A&M.

Next Major Issue to be Addressed:

What are recruitment goals for the regional prospective student centers? Given the growth in Texas, do we need additional PSCs or additional resources to support current locations? How do we increase recruitment competitiveness with scholarships and financial aid? What are the challenges and opportunities for targeted and recruited students? How are university and college recruiters coordinating and collaborating?

Problems or Barriers Encountered and Solutions Identified:

None at this time.

Deliverables Completed:

Provided an overview of the purpose, functions, and operations of the regional prospective student centers and undergraduate recruitment.

Discussed the need for packaging award offers to be more competitive for targeted and recruited students and offering awards earlier.

Timeline for Completion of Remaining Deliverables:

April 11, 2022 – Proposal for Regional PSCs and Model for Recruitment Collaboration